

Abstract

Bachelor thesis „Corporate social responsibility and its influence on society“ deals with a form of responsibility in corporate behavior and its effect on surrounding world. A lot of new threats have come up these days because of still rising economic growth. That's why the traditional form of responsibility has to be changed. Corporations have started to implement concept of corporate social responsibility to their business strategies focused on wide spectrum of stakeholders. Thesis is based on qualitative research and presents corporate social responsibility itself and its role and position in society from different views of four groups of stakeholders. I chose these groups: corporations with strategic social responsibility, employees from corporations with and without the concept, nonprofit organizations and customers. Thesis deals with experience of the groups with corporate social responsibility, its influence on them and whether the concept is seen more like marketing strategy and PR or nonprofit helping and being responsible. Survey finally discovered educative influence of corporate social responsibility on society and that the groups are developed by the concept. Corporate social responsibility includes nonprofit helping and also marketing. In this case marketing could be a helpful support for the concept, for the group development.